



THE ROLE OF HALAL LABELS IN THE PURCHASING DECISIONS OF GENERATION Z CONSUMERS TOWARD CULINARY MSMES

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ABSTRACT

The increasing awareness of halal products among Muslim consumers has made halal labels an important consideration in purchasing decisions, particularly among Generation Z. This study aims to analyze the role of halal labels in the purchasing decisions of Generation Z toward culinary micro, small, and medium enterprises (MSMEs). This research employed a qualitative method with purposive sampling techniques. The informants consisted of 10 Generation Z consumers who had purchased culinary MSME products and were aware of the existence of halal labels on food and beverage products. Data were collected through interviews and analyzed using thematic analysis. The findings indicate that Generation Z generally understands halal labels as proof that a product complies with Islamic principles and provides assurance regarding product halalness. Halal labels were found to be an important factor in purchasing decisions because they create a sense of security, confidence, and trust in the products consumed. In addition, halal labels contribute to building consumer trust and enhancing the positive image of culinary MSMEs. However, purchasing decisions are not solely influenced by halal labels, as factors such as taste, price, cleanliness, product quality, packaging, and seller reputation also play significant roles. This study concludes that halal labels have an important role in influencing the purchasing decisions of Generation Z toward culinary MSME products. Therefore, culinary MSME owners are encouraged to obtain halal certification and display halal labels on their products while maintaining transparency regarding ingredients and production processes to strengthen consumer trust.

INTRODUCTION

Indonesia is the country with the largest Muslim population in the world. This condition has led to an increasing demand for halal products, including those in the culinary sector. In Islamic teachings, food consumption is determined not only by taste and quality but also by the halal status of the product. The Qur'an, in Surah Al-Baqarah verse 168, commands Muslims to consume food that is halal and good (thayyib). Therefore, halal assurance is an important consideration for Muslim consumers when selecting food products.

The Indonesian government has enacted Law No. 33 of 2014 on Halal Product Assurance (UU JPH) as a form of consumer protection for products circulating in society. Under this regulation, producers are required to display halal labels on products that have obtained halal certification. The presence of a halal label not only serves as an indicator of a product's halal status but also provides consumers with a sense of security and comfort when consuming the product. Furthermore, halal labels serve as a source of information that helps consumers ensure that the products they purchase comply with Islamic principles (Nursyamsiah et al., 2022).

The government continues to encourage MSME operators to recover and enhance the competitiveness of their businesses, particularly in the food and beverage sector. In facing increasingly intense business competition, MSME operators are required to be more innovative and creative in attracting consumers, especially the younger generation. One effort that can be undertaken is to include halal labels on the products they market.

Today, halal labels are not only viewed as a form of compliance with Islamic law but have also become part of the lifestyle of Muslim communities, particularly Generation Z. Consumers are becoming more aware and selective in choosing food and beverage products with clear halal status. The presence of a halal label can increase consumer trust and become one of the considerations in purchasing decisions regarding culinary MSME products. Therefore, MSME operators need to pay greater attention to the halal aspects of their products as a form of assurance of safety and comfort for consumers (Veranita et al., 2022).

In a study titled "The Influence of Halal Labeling and Halal Product Awareness on Purchase Decisions (A Case Study of Generation Z and Food Products)," Aprilia (2024) employed a quantitative approach using a survey method involving 50 Generation Z respondents in the Cianjur and Sukabumi regions. The results showed that halal labeling and halal product awareness had a positive and significant effect on purchasing decisions. Simultaneously, these two variables explained 56.4% of the variation in consumer purchasing decisions. The study concluded that halal labels and awareness of halal products are important considerations for Generation Z before purchasing food products. The similarity between the previous study and the present study lies in their discussion of halal aspects in Generation Z's purchasing decisions. However, the studies differ in terms of their research objects. The

previous study focused on food products in general, whereas the present study focuses specifically on culinary MSMEs (Aprilia, 2024).

Fauziah et al. (2025), in a study titled “The Impact of Halal Food Literacy and Halal Certification Awareness on Purchase Decisions for Korean Food (A Case Study of Generation Z),” found that halal literacy and awareness of halal certification play an important role in Generation Z’s purchasing decisions. The greater consumers’ understanding of halal products and the importance of halal certification, the more selective they become in choosing the food they consume. The study also showed that halal certification can increase consumer trust, purchase intention, and assurance regarding a product’s halal status. The similarity between the previous study and the present study lies in their discussion of the role of halal in Generation Z’s purchasing decisions. However, the studies differ in terms of their research objects. The previous study focused on Korean food, whereas the present study focuses on culinary MSMEs (Fauziah et al., 2025).

Based on previous studies, most research has examined the role of halal labels, halal literacy, and awareness of halal certification in purchasing decisions for food products in general as well as specific food products. However, studies that specifically examine the role of halal labels in Generation Z’s purchasing decisions regarding culinary MSMEs remain relatively limited. In fact, culinary MSMEs have characteristics that differ from those of large-scale food industry products, particularly in terms of halal certification ownership and the inclusion of halal labels on marketed products. Therefore, this study was conducted to fill this research gap by analyzing the role of halal labels in Generation Z’s purchasing decisions regarding culinary MSMEs and by understanding the importance of halal labels as a consideration for consumers when selecting food products.

Purchase Decision

A purchase decision is the process through which consumers determine their choice of a product or service. According to Kotler and Armstrong (2008), a purchase decision refers to the selection of the most preferred product or brand from among various available alternatives. In this process, consumers' decisions may be influenced by the opinions of others as well as unexpected circumstances (Jannah, 2024).

A purchase decision is also understood as a process that begins with need recognition, followed by information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior. During the need recognition stage, consumers become aware of a need that must be fulfilled. Subsequently, they seek information about various product alternatives, evaluate the available options, and decide on the product they consider most suitable before finally assessing their level of satisfaction after using the product (Putri & Alfian, 2024).

Based on this theory, a purchase decision is a process undertaken by consumers before deciding to purchase a product. In this study, Generation Z's purchase decisions regarding culinary MSME products are understood as the result of consumers' considerations after obtaining information and evaluating various aspects of a product, including the presence of a halal label.

Generation Z

Generation Z refers to individuals born between 1997 and 2012 who grew up during a period of rapid technological advancement. This generation is accustomed to using the internet, social media, and various digital technologies in their daily lives, enabling them to access a wide range of information easily, including information about products they intend to consume. In addition, Generation Z has a high level of social media engagement, allowing them to obtain product-related information quickly and extensively (Anggraini & Ahmadi, 2025).

According to Amalia and Sagita (2019), Generation Z tends to place greater trust in reviews and experiences shared by other consumers than in traditional advertising. They also pay close attention to a product's authenticity and transparency before making purchasing decisions. These characteristics indicate that Generation Z is a group of consumers who are critical and selective in evaluating products, including information related to halal certification and halal labels on products they intend to consume (Anggraini & Ahmadi, 2025).

Based on the discussion above, Generation Z can be understood as a group of consumers who actively seek information, critically evaluate products, and value transparency and clarity of information before making purchasing decisions. In this study, these characteristics suggest that Generation Z considers halal labels as one of the important factors influencing their purchasing decisions regarding culinary MSME products.

Halal Label

According to Rahman, Rokhim, and Nafis (2021), a halal label refers to the inclusion of a halal statement or symbol on product packaging indicating that the product is halal. A halal label is granted after a product obtains halal certification from an authorized institution. Halal certification is a written declaration stating that a product complies with Islamic law and is therefore permissible for Muslim consumption. The presence of a halal label provides consumers with assurance regarding the halal status of the products they purchase and consume. Halal certification and labeling aim to provide legal certainty and consumer protection. Furthermore, the presence of a halal label on product packaging can foster a sense of security, comfort, and confidence among Muslim consumers when making purchasing decisions. Halal labels also serve as important information that helps consumers identify products that comply with Islamic principles (Rahman et al., 2021).

For Generation Z, whose awareness of halal products continues to increase, halal labels can become an important consideration in purchasing decisions. The presence of a halal label provides assurance and certainty regarding a product's halal status, thereby increasing consumer trust and confidence when selecting products for consumption. Therefore, halal labels play an important role in enhancing the competitiveness of culinary MSMEs amid growing public awareness of halal products.

METHODS

This study employed a qualitative research method. The study involved 10 informants selected through purposive sampling, a technique that involves selecting respondents based on specific criteria relevant to the research objectives. The respondents were members of Generation Z who had purchased culinary MSME products and were aware of the presence of halal labels on food and beverage products. To ensure research ethics and protect the confidentiality of the informants, all respondents were assigned codes ranging from R1 to R10 in the presentation of the findings. Data were collected through interviews and analyzed using thematic analysis. Thematic analysis is a method used to identify, analyze, and interpret themes that emerge from the research data.

RESULT AND ANALYSIS

1. Generation Z's Understanding of Halal Labels

Based on the interview results, all respondents understood halal labels as a sign or certification indicating that a product complies with Islamic law. Respondent R1 stated that a halal label is "an official certification that a product has met halal standards in accordance with Islamic principles." A similar opinion was expressed by R2, who explained that a halal label is a certification indicating that a product has been examined and declared compliant with Islamic law.

These findings indicate that Generation Z has a fairly good understanding of the function of halal labels. They do not merely view halal labels as symbols displayed on product packaging, but also as evidence that the raw materials and production processes have been inspected according to halal standards. This finding is consistent with the theory of Rahman et al. (2021), which states that halal labels provide consumers with assurance regarding the halal status of a product.

2. The Importance of Halal Labels in Generation Z's Purchasing Decisions

The interview results revealed that halal labels are an important aspect for most respondents when purchasing culinary MSME products. R1 stated that halal labels are very important because they guarantee that products are free from prohibited ingredients and are

produced hygienically. Meanwhile, R4 mentioned that halal labels provide a sense of security and confidence that the products consumed are in accordance with religious teachings.

Most respondents admitted that they always pay attention to the presence of halal labels before purchasing food or beverage products, especially products they are not familiar with. Some respondents, such as R2 and R7, even stated that they would not purchase products without halal labels because such products do not provide certainty regarding their halal status. These findings indicate that halal labels are one of the main considerations for Generation Z when making purchasing decisions regarding culinary MSME products.

3. Halal Labels as a Means of Building Consumer Trust

Based on the interview results, all respondents agreed that the presence of halal labels can increase consumer trust in culinary MSME products. According to R3, halal labels make products appear more trustworthy and convincing. R8 also stated that halal labels indicate that business owners pay attention to product quality and standards, making consumers feel safer when making purchases.

These findings suggest that halal labels not only serve as indicators of product halalness but also function as a form of quality assurance that enhances consumer trust. This finding is in line with Rahman et al. (2021), who argue that halal labels can foster a sense of security, comfort, and confidence among consumers when making purchasing decisions. For culinary MSMEs, halal labels can serve as an added value that helps build a positive business image, particularly among Generation Z consumers, who tend to be more selective in choosing products for consumption.

4. Other Factors Influencing Purchasing Decisions

Although halal labels are considered important, the interview results indicate that other factors also influence Generation Z's purchasing decisions regarding culinary MSME products. The factors most frequently mentioned by respondents were taste, price, cleanliness, product quality, packaging, and seller reputation. Some respondents admitted that they had purchased culinary MSME products without halal labels. However, such decisions were generally based on trust in the seller, knowledge of the ingredients used, and previous purchasing experiences.

R5 stated that they would still purchase products without halal labels if they were familiar with the seller and understood the production process. In addition, R8 explained that besides halal labels, they also consider taste, price, product cleanliness, ingredient quality, packaging, and reviews from other consumers before deciding to purchase a product. These findings indicate that although halal labels play an important role, Generation Z's purchasing decisions are also influenced by various factors related to product quality and the level of trust in the seller.

5. Recommendations Regarding the Inclusion of Halal Labels on Culinary MSME Products

Based on the interview results, all respondents recommended that culinary MSME owners obtain halal certification and include halal labels on the products they market. According to the respondents, the presence of halal labels can increase consumer trust, provide a sense of security when consuming products, and expand market reach. Respondent R1 stated that halal certification can make products more trusted by the public and help them reach a broader market. Meanwhile, R8 argued that the inclusion of halal labels can increase consumer confidence and make products more readily accepted by society.

In addition to encouraging MSME owners to obtain halal certification, several respondents also emphasized the importance of transparency regarding raw materials and production processes. According to R5, if MSME owners are not yet able to obtain halal certification, they should at least provide clear information regarding the ingredients and production processes so that consumers can maintain their trust in the products. These findings indicate that Generation Z considers both halal labels and information transparency as important factors in building consumer trust in culinary MSME products.

CONCLUSION

Based on the research findings, it can be concluded that halal labels play an important role in the purchasing decisions of Generation Z consumers toward culinary MSME products. Generation Z perceives halal labels as evidence that a product complies with Islamic principles and provides assurance regarding the halal status of the products they consume. The presence of a halal label is also one of the main considerations before making a purchase because it provides a sense of security and confidence that the selected product is consistent with religious teachings.

This study also found that halal labels contribute to building consumer trust in culinary MSME products. For Generation Z, halal labels not only serve as indicators of a product's halal status but also reflect the quality, responsibility, and commitment of business owners in maintaining product standards. Another finding shows that although halal labels are considered important, Generation Z's purchasing decisions are not influenced solely by halal labels. Other factors such as taste, price, cleanliness, product quality, packaging, and seller reputation also play significant roles in the decision-making process.

Based on these findings, culinary MSME owners are encouraged to obtain halal certification and display halal labels on their products to enhance consumer trust and business competitiveness. In addition, MSME owners should maintain transparency regarding raw materials and production processes so that consumers can obtain clear information about the products offered. For future researchers, this study can be further developed by involving a

larger number of respondents or by comparing consumer behavior across different types of culinary MSMEs to gain a deeper understanding of the role of halal labels in consumer purchasing decisions.

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